

Q & A: Fiction Author Patricia M. Muhammad discusses The House of Marchesi and Book Marketing

FOR IMMEDIATE RELEASE-United States, 2021-May-01— /ToStories/-Fiction author Patricia M. Muhammad discusses her fifth historical romance novel, The House of Marchesi and book marketing.

1. What was the greatest challenge in writing this novel? I would say the greatest challenge in writing this novel was two-fold. The first was the serious nature of the duchessa's accident and injury, the planned kidnapping and the genuine care and budding affection between her and the duca. This I tried to delicately balance the humour of one of the ancillary characters who in a sense becomes a hero in the grand scheme. I considered that in most of previous historical romance novels, humour was subtle. In The House of Marchesi I intentionally incorporated this as a distinct element.
2. You have an unlikely hero in The House of Marchesi. Did you intentionally write this character in or did he appear organically as part of the story? Yes. The first question seems to lead into this one. So when I continued to develop the story, I realized that the protective duca was not to leave the duchessa's side. She suffered from amnesia, was in a home which was not her own and astoundingly beautiful. The duca probably knew that she was destined to be his once he began caring for her in the House of Marchesi. He was not to allow for anyone else to venture near her. Thus, the duca would not depart from the mansion or her side. I had to resolve the issue of connecting The House of Marchesi and The House of Montanari while keeping those who should not know of the duchessa's whereabouts from discovering her location. This is where the servants become a pivotal part of the plot. Still, the one man who belongs to neither house, the pomegranate vendor becomes the connection between both houses and the servants. I created him when I decided that a devoted maidservant from the House of Montanari was to venture out in search for the duchessa. It naturally unfolded that she encountered the vendor on her trek.
3. How much research went into writing The House of Marchesi? I did some research, but I am not the type of author who spends copious amounts of time on it to create an extensive background. Since I knew I was dealing with an Italian city-state, I knew I had to find out what types of food would be common especially closer to the Mediterranean Sea. I also researched some of the architecture that would be common in an 18th century mansion owned by a courtier.
4. What do you like most about writing for the historical romance genre? Historical romance novels usually have the elements of proper speech, proper dress and proper conduct. This seems to have become a lost art in what we now consider civilized societies. Aside from this, I see the potential in juxtaposing the decadence with serious issues such as slavery, conspiracies to gain power, manipulation, kidnapping and murder. Whether the garb is extravagant or common, human nature is universal once you strip it away.
5. Why are you drawn to historical romance? There's something romantic about being swept into the arms of a well-bred gentleman, dashing and true in a time where etiquette was the norm and so was elevated dress. Some can easily consider the fine clothing superficial, but it also represented the care that the ennobled and upper class

took for themselves. No era is perfect, but pageantry seems to have a lure that I can even recognize.

6. Who is your audience? My historical romance novels tend to be on the sweet side of romance, so I usually say from teenager and older.
7. Do you find it difficult as a female author to write male characters' voices? Sometimes. In dialogue I think it is easier. However, I wonder how much I have developed or revealed about the male characters in my historical romance novels. I find it easier to write male characters' voices in my science fiction/fantasy and crossover romance novels.
8. What are your favorite genres to read? Generally I would say fantasy and magical realism.
9. Switching over into the marketing aspect of being an author, do you think authors need a website? Did you build your website or hire someone? From what I read, it is not to an author's detriment to have a website. I have even read that before an aspiring writer publishes their first book that he or she should already have a live website. I used a free website base, but I built it using their templates and adding my own ideas. I research other author websites as well. Using stock/free vectors and clipart is a great way to add unique accents to your webpages.
10. Speaking of creativity: do you feel that building websites is, in itself, a creative act? Yes. Each page of your website tells a story. There is an aesthetic with more imagery than words. The author's goal is to engage the reader with as many options and interests while making your website user-friendly and interactive.
11. What social media platforms are you on? I am on Twitter, YouTube, Pinterest, and Goodreads.
12. What's the best way for an author to set up their author website? I would say start with something free and research websites that offer templates to help you begin. I have learned a lot from maintaining my author website. It is a type of troubleshooting, but you want one that allows you to change and update your page in real-time. If you make a mistake (wrong image, misspelled word, etc.), you don't want it lingering in cyberspace for too long. This should be an option for other aspects of media...
13. Should writers sell their book on Amazon? I am still learning about marketing as an author, but once again from what I read, Amazon is one of the top platforms especially for ebooks. They have options from promotions and advertising that I am interested in as well. However, Amazon is not the only publishing platform, especially for ebooks. There are others which publish ebooks for free once you adhere to their rules, policies and guidelines for submitting your work.
14. How can writers or press contact you? Other than social media, anyone can subscribe to my newsletter. For media, they can contact me at permissionsp@gmail.com.

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Kobo ISBN: 9781005567330

Google Play: GGKEY:4K2HUAB6KAH

Apple Books: N/A

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About the author: Patricia M. Muhammad is an American multi-genre fiction author of crossover contemporary romance/science fiction, science fiction/fantasy, mystery and historical romance genres. She has written 20 novels. Many of her characters are of multi-racial lineage or part of interracial relationships. Patricia is currently based in the United States.